		Lighter Side of Summer - Ultra Loyals							
ATTRIBUTE		Mailed	Resp.	% Mailed	% Resp.	% Non-Resp.	Resp. Rate	Index Cell Resp.	Index Cell Pref.
TOTAL									
	TOTAL	200,642	4,381	100%	100%	100%	2%	100	100
GENDER									
	MALE	84,279	1,595	43%	37%	43%	2%	85	87
	FEMALE	113,453	2,773	57%	63%	57%	2%	111	112
		197,732	4,368	100%	100%	100%	2%	100	101
AGE									
	21-24	1,334	22	1%	1%	1%	2%	80	76
	25-34	36,080	791	18%	18%	17%	2%	104	100
	35-44	64,970	1,558	32%	36%	32%	2%	110	110
	45-54	42,745	1,063	21%	24%	22%	2%	112	114
	55-64	27,766	601	14%	14%	14%	2%	97	99
	65+	27,747	346	14%	8%	14%	1%	56	57
		200,642	4,381	100%	100%	100%	2%	100	100
FLAVOR									
	NON-MENTHOL	140,307	3,194	77%	75%	77%	2%	98	104
	MENTHOL	42,973	1,064	23%	25%	23%	2%	107	113
		183,280	4,258	100%	100%	100%	2%	100	106
TAR									
	FULL	0	0	0%	0%	0%			0
	LIGHT/LOW/MIL	86,884	1,809	51%	47%	51%	2%	92	95
	ULTRA LIGHTS	84,296	2,053	49%	53%	49%	2%	108	112
		171,180	3,862	100%	100%	100%	2%	100	103
LENGTH									
	<85S	0	0	0%	0%	0%			0
	REGULAR/KINGS	95,121	2,122	51%	50%	51%	2%	98	102
	100S	91,650	2,113	49%	50%	49%	2%	102	106
	XTRA-LONG/120	0	0	0%	0%	0%			0
		186,771	4,235	100%	100%	100%	2%	100	104
BUY KIND									
	PACK	40,835	463	21%	11%	21%	1%	50	52
	CARTON	95,389	2,549	49%	59%	49%	3%	121	122
	BOTH	58,951	1,298	30%	30%	30%	2%	101	101
		195,175	4,310	100%	100%	100%	2%	100	101
REGION									
	REGION 1	51,927	1,194	26%	27%	26%	2%	105	105
	REGION 2	34,860	855	17%	20%	17%	2%	113	112
	REGION 3	28,805	578	14%	13%	15%	2%	91	92
	REGION 4	59,734	1,368	30%	31%	30%	2%	105	105
	REGION 5	24,555	376	12%	9%	12%	2%	71	70
		199,881	4,371	100%	100%	100%	2%	100	100
MAKE/TIER									
	PM-FM	200,642	4,381				2%		100
	PM-PV	0	0						
	NONPM-FM	0	0						
	NONPM-PV	0	0						
		200,642	4,381						
PM/FM									
	B & H	0	0	0%	0%	0%			
	MARLBORO	0	0	0%	0%	0%			
	MERIT	200,642	4,381	100%	100%	100%	2%	100	100
	MERIT ULTIMA	0	0	0%	0%	0%			
	PARLIAMENT	0	0	0%	0%	0%			
	VA SLIMS/SUPER	0	0	0%	0%	0%			

2071440134

Source: https://www.industrydocuments.ucsf.edu/docs/thnm0004

		Lighter Side of Summer - Ultra Loyals							
				%	%	%	Resp.	Index Cell	Index Cell
ATTRIBUTE		Mailed	Resp.	Mailed	Resp.	Non-Resp.	Rate	Resp.	Pref.
	PM/FM OTHERS	0	0	0%	0%	0%			
		200,642	4,381	100%	100%	100%	2%	100	100
COMP/FM									
	CARLTON	0	0						
	PALL MALL	0	0						
	TAREYTON	0	0						
	BARCLAY	0	0						
	KOOL	0	0						
	RALEIGH	0	0						
	LARK	0	0						
	KENT	0	0						
	NEWPORT	0	0						
	TRUE	0	0						
	CAMEL	0	0						
	MORE	0	0						
	NOW	0	0						
	SALEM	0	0						
	VANTAGE	0	0						
	WINSTON	0	0						
	COMP/FM OTHE	0	0						
		0	0						
PM/PV									
	ALPINE	0	0						
	CAMBRIDGE	0	0						
	BASIC	0	0						
	PM/PV OTHERS	0	0						
		0	0						
COMP/PV-UNKNOWN									
	VICEROY	0	0						
	DORAL	0	0						
	GENERIC/STORE	0	0						
	COMP/PV OTHE	0	0						
	UNKNOWN	0	0						
		0	0						
SHARE OF PURCHASE									
	1 to 10	2	0	0%	0%	0%	0%	0	0
	11 to 50	17	1	0%	0%	0%	6%	322	269
	51-90	5,293	112	4%	4%	4%	2%	91	97
	91-100	116,300	2,737	96%	96%	96%	2%	100	108
		121,612	2,850	100%	100%	100%	2%	100	107
LOYALTY									
	GO ELSEWHERE	115,821	2,893	65%	72%	64%	2%	112	114
	BUY ANOTHER T	57,391	1,059	32%	26%	32%	2%	82	85
	WAIT FOR RE-ST	5,846	62	3%	2%	3%	1%	46	49
	BUY DIFF BRAND	296	10	0%	0%	0%	3%	157	155
	QUIT SMOKING	44	0	0%	0%	0%	0%	0	0
		179,398	4,024	100%	100%	100%	2%	100	103
COUPON USAGE									
	0 TIMES	131,057	2,524	68%	58%	68%	2%	85	88
	1-2 TIMES	41,822	1,191	22%	27%	21%	3%	128	130
	3-6 TIMES	15,121	498	8%	11%	8%	3%	150	151
	7+ TIMES	6,013	149	3%	3%	3%	2%	113	113
		194,013	4,362	100%	100%	100%	2%	100	103
DURATION									
	>5 YEARS	0	0	0%	0%	0%			

2071440135

Source: https://www.industrydocuments.ucsf.edu/docs/thnm0004

		Lighter Side of Summer - Ultra Loyals							
				%	%	%	Resp.	Index Cell	Index Cell
ATTRIBUTE		Mailed	Resp.	Mailed	Resp.	Non-Resp.	Rate	Resp.	Pref.
	1-5 YEARS	0	0	0%	0%	0%			
	<1 YEAR	92,526	1,693	100%	100%	100%	2%	100	84
		92,526	1,693	100%	100%	100%	2%	100	84
TRADE AREA									
	BANGOR	1,677	32	1%	1%	1%	2%	88	87
	BOSTON	7,078	144	4%	3%	4%	2%	92	93
	HARTFORD	5,306	95	3%	2%	3%	2%	82	82
	RHODE ISLAND	2,468	52	1%	1%	1%	2%	95	96
	ALBANY	3,134	48	2%	1%	2%	2%	70	70
	SYRACUSE	2,330	33	1%	1%	1%	1%	63	65
	BUFFALO	5,472	104	3%	2%	3%	2%	85	87
	NEW YORK	13,985	320	7%	7%	7%	2%	104	105
	PHILADELPHIA	6,863	233	3%	5%	3%	3%	158	155
	HARRISBURG	3,614	133	2%	3%	2%	4%	167	169
	BALTIMORE	2,453	59	1%	1%	1%	2%	109	110
	WASHINGTON	3,898	89	2%	2%	2%	2%	103	105
	RICHMOND	7,686	202	4%	5%	4%	3%	121	120
	RALEIGH/DURHA	1,745	40	1%	1%	1%	2%	104	105
	CHARLOTTE	2,057	34	1%	1%	1%	2%	78	76
	COLUMBIA	1,185	22	1%	1%	1%	2%	85	85
	GREENVILLE	1,195	32	1%	1%	1%	3%	125	123
	KNOXVILLE	1,573	34	1%	1%	1%	2%	99	99
	NASHVILLE	1,012	28	1%	1%	1%	3%	127	127
	ATLANTA	2,628	72	1%	2%	1%	3%	128	125
	BIRMINGHAM	1,231	27	1%	1%	1%	2%	103	100
	SAVANNAH	647	16	0%	0%	0%	2%	112	113
	JACKSONVILLE	803	21	0%	0%	0%	3%	119	120
	PENSACOLA	1,075	21	1%	0%	1%	2%	88	89
	ORLANDO	2,067	64	1%	1%	1%	3%	143	142
	TAMPA	2,517	71	1%	2%	1%	3%	133	129
	MIAMI	1,088	23	1%	1%	1%	2%	102	97
	ST. LOUIS	2,068	49	1%	1%	1%	2%	108	109
	SPRINGFIELD	1,056	20	1%	0%	1%	2%	86	87
	PADUCAH	378	11	0%	0%	0%	3%	135	133
	MEMPHIS	1,213	23	1%	1%	1%	2%	85	87
	JACKSON	920	17	0%	0%	0%	2%	84	85
	LITTLE ROCK	1,546	31	1%	1%	1%	2%	93	92
	NEW ORLEANS	1,779	35	1%	1%	1%	2%	91	90
	LAKE CHARLES	759	14	0%	0%	0%	2%	82	84
	DES MOINES	3,404	81	2%	2%	2%	2%	107	109
	OMAHA	2,369	55	1%	1%	1%	2%	104	106
	KANSAS CITY	1,744	45	1%	1%	1%	3%	119	118
	TULSA	1,649	30	1%	1%	1%	2%	84	83
	OKLAHOMA CIT	1,481	18	1%	0%	1%	1%	55	56
	DALLAS/FT. WO	2,685	50	1%	1%	1%	2%	85	85
	MIDLAND	649	8	0%	0%	0%	1%	55	56
	ALBUQUERQUE	703	6	0%	0%	0%	1%	38	39
	HOUSTON	2,328	45	1%	1%	1%	2%	88	89
	WACO/TEMPLE	967	22	0%	1%	0%	2%	101	104
	SAN ANTONIO	1,107	18	1%	0%	1%	2%	75	74
	PITTSBURGH	2,959	112	1%	3%	1%	4%	172	173
	CLEVELAND	2,893	70	1%	2%	1%	2%	109	111
	COLUMBUS	2,073	48	1%	1%	1%	2%	107	106
	CINCINNATI	2,527	72	1%	2%	1%	3%	128	130
	SAGINAW	2,668	49	1%	1%	1%	2%	83	84

20714401 36

Source: https://www.industrydocuments.ucsf.edu/docs/thnm0004

		Lighter Side of Summer - Ultra Loyals							
				%	%	%	Resp.	Index Cell	Index Cell
ATTRIBUTE		Mailed	Resp.	Mailed	Resp.	Non-Resp.	Rate	Resp.	Pref.
	DETROIT	3,200	73	2%	2%	2%	2%	102	104
	GRAND RAPIDS	5,368	112	3%	3%	3%	2%	94	96
	TOLEDO	2,390	49	1%	1%	1%	2%	95	94
	INDIANAPOLIS	2,214	41	1%	1%	1%	2%	87	85
	LOUISVILLE	3,233	91	2%	2%	2%	3%	132	129
	LEXINGTON	1,520	36	1%	1%	1%	2%	110	108
	CHICAGO	5,255	118	3%	3%	3%	2%	103	103
	PEORIA	1,790	42	1%	1%	1%	2%	106	107
	GREEN BAY	3,660	79	2%	2%	2%	2%	101	99
	MINNEAPOLIS	8,659	176	4%	4%	4%	2%	92	93
	SIOUX FALLS	2,019	40	1%	1%	1%	2%	87	91
	MILWAUKEE	7,306	160	4%	4%	4%	2%	102	100
	ALASKA	312	6	0%	0%	0%	2%	89	88
	SPOKANE	2,516	38	1%	1%	1%	2%	68	69
	SEATTLE	2,160	26	1%	1%	1%	1%	56	55
	PORTLAND	2,171	27	1%	1%	1%	1%	58	57
	DENVER	2,302	30	1%	1%	1%	1%	60	60
	SALTLAKE	1,586	35	1%	1%	1%	2%	107	101
	PHOENIX	2,487	49	1%	1%	1%	2%	92	90
	SACRAMENTO	1,733	16	1%	0%	1%	1%	42	42
	SAN FRANCISCO	2,689	47	1%	1%	1%	2%	79	80
	FRESNO	628	10	0%	0%	0%	2%	75	73
	HAWAII	204	4	0%	0%	0%	2%	100	90
	LOS ANGELES	4,283	64	2%	1%	2%	1%	69	68
	SAN DIEGO	1,484	24	1%	1%	1%	2%	78	74
		199,881	4,371	100%	100%	100%	2%	100	100

2071440137

Source: https://www.industrydocuments.ucsf.edu/docs/thnm0004